

SUCCESS SUTRAS

THE MAHATMA AS MANAGER

■ Dr. Debashis Chatterjee ■

Dear Mahatma,

On behalf of Complex Lifestyles Solutions Inc., I thank you for applying for the job of Vice President (Corporate Communications) in our esteemed Company. Thank you for sending us your elaborate autobiography.

1. The position you have applied for requires vice, not virtue. Please note that we had not advertised for a Virtue President.
2. Your commitment to constant truth-telling is dangerous for our organisation's self-image. We want someone who can be very economical with truth.
3. Here we are, looking for a high testosterone, can-do, combat-ready, loud human saxophone and not a turn-the-other-cheek type.
4. We are a socially responsible company as a matter of policy and within permissible limits. We do smuggle some pesticides in our product but make up for it by advertising socially responsible messages on paid commercial channels.
5. You say that you live simply so that others may simply live. Unfortunately, we are in the complex lifestyle solutions business. The more complex life gets, the more people buy our solutions.
6. By the way, what is this *ahimsa* thing? We are also firm believers in non-violence. We just out-talk, out-smart, out-sell and KILL all competition.
7. Our Company mission statement is inspired by one of the greatest leaders in human history who incidentally was born on the same day as yours: There is enough for a man's need, but not enough for his greed. As long as there is never enough, we will continue to grow in business.

We regret to inform you that we cannot offer you the job at the present time. Should a revolution happen in the future, we shall consider!

Sincerely,
VP (Human Re-Engineering)

The author is a Professor at IIM, Lucknow. He can be reached at
successsutras@indiatimes.com

SUCCESS SUTRAS

THE MAHATMA AS MANAGER

■ Dr. Debashis Chatterjee ■

Dear Mahatma,

On behalf of Complex Lifestyles Solutions Inc., I thank you for applying for the job of Vice President (Corporate Communications) in our esteemed Company. Thank you for sending us your elaborate autobiography.

1. The position you have applied for requires vice, not virtue. Please note that we had not advertised for a Virtue President.
2. Your commitment to constant truth-telling is dangerous for our organisation's self-image. We want someone who can be very economical with truth.
3. Here we are, looking for a high testosterone, can-do, combat-ready, loud human saxophone and not a turn-the-other-cheek type.
4. We are a socially responsible company as a matter of policy and within permissible limits. We do smuggle some pesticides in our product but make up for it by advertising socially responsible messages on paid commercial channels.
5. You say that you live simply so that others may simply live. Unfortunately, we are in the complex lifestyle solutions business. The more complex life gets, the more people buy our solutions.
6. By the way, what is this *ahimsa* thing? We are also firm believers in non-violence. We just out-talk, out-smart, out-sell and KILL all competition.
7. Our Company mission statement is inspired by one of the greatest leaders in human history who incidentally was born on the same day as yours: There is enough for a man's need, but not enough for his greed. As long as there is never enough, we will continue to grow in business.

We regret to inform you that we cannot offer you the job at the present time. Should a revolution happen in the future, we shall consider!

Sincerely,
VP (Human Re-Engineering)

The author is a Professor at IIM, Lucknow. He can be reached at
successsutras@indiatimes.com